Orders Order / Rev: 168675 Alt Order #: 06362201 Product Desc: OBAMA 4 PRES: SKED A Estimate: 1956 WDJT-TV-LP Flight Dates: 10/04/12 - 10/10/12 Primary AE: Matthew Norten Original Date / Rev: 10/03/12 / 10/03/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency Name: **GMMB Greer Margolis Mitchell Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poli/Obama for President Demographic: A35+ New Business Thru: Product Codes: PL Candidate Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL, CAND Agency External ID:

Bill Plan	
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Order Share

WDJT-TV-LP

WYTU

					rotars				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/10/12	67	\$35,780.00	\$30,413.00	October 2012	67	\$35,780.00	\$30,413.00	0.00
					Totals	67	\$35,780.00	\$30,413.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

\$35,780.00

\$0.00

Total

Market	100%	\$210,470.59
Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,104.71
WCGV	0%	\$0.00
WISN	27%	\$56,827.06
WITI	31%	\$65,245.88
WMLW-	2%	\$4,209.41
WPXE	0%	\$0.00
WTMJ	22%	\$46,303.53
WVTV	0%	\$0.00

Share

17%

0%

Ln Ch Start En	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WDJT 10/04/12 10/0	5/12 Morning News M- M-F 5a - 6a	-F 5a - G M	5a - 6a	TF- -	:30	2	\$50.00P-2	0.00 NM	2	\$100.00
<u>Start Date</u> <u>End</u> Week: 10/01/12 10/07		Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00						
2 WDJT 10/08/12 10/1	0/12 Morning News M- M-F 5a - 6a	-F 5a - © M	5a - 6a	MTW	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
<u>Start Date</u> <u>End I</u> <u>Week: 10/08/12</u> 10/14		Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						

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Advertiser:

Poli/Obama for President

Product Desc:

OBAMA 4 PRES: SKED A

Alt Order #: WDJT-TV-LP Flight Dates: 10/04/12 - 10/10/12 Estimate: 1956

Ln Ch Sta		Inventory Cod		k Start/Er	nd Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
3 WDJT 10/0	4/12 10/05/1	12 Morning News N M-F 6a - 7a	/I-F 6a - 10M	6a-7a	TF	:30	2		0.00 NM	2	\$100.00
<u>Start Dat</u> Week: 10/01/12	10/07/12	TF		<u>k Rate</u> 2 \$50.00	Rating 0.00						
5 WDJT 10/0	4/12 10/05/1	2 CBS Mrning Nws CBS This Morni		7a-9a	TF	:30	3	\$50.00P-2	0.00 NM	3	\$150.00
Start Date Week: 10/01/12	10/07/12	TF		<u>k Rate</u> 3 \$50.00	Rating 0.00						
		2 CBS Mrning Nws CBS This Morning		7a-9a	MTW	:30	3	\$50.00P-2	0.00 NM	3	\$150.00
<u>Start Date</u> Week: 10/08/12	10/14/12	MTW	Spots/Weel	<u>Rate</u> 3 \$50.00	Rating 0.00						
E 7 WDJT 10/07	7/12 10/07/1:	2 CBS Sunday Mo CBS Sunday Mo	•	8a-930a	1	:30	1	\$750.00P-2	0.00 NM	1	\$750.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays 1	Spots/Week		Rating 0.00						-
E 8 WDJT 10/07	/12 10/07/12	Sun 1030a-11a Green and Gold	CM Game Day Li	1030a-11a	1	:30	1	\$100.00LUR	0.00 NM	1	\$100.00
Start Date Week: 10/01/12	End Date 10/07/12		Spots/Week		Rating 0.00				ı		
E 9 WDJT 10/04		Let's Make a Dea		858a-10a	TF	:30	2	\$100.00LUR	0.00 NM	2	\$200.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week 2		Rating				1		
E 10 WDJT 10/08		Let's Make a Dea	l 9a-106M	858a-10a	0.00 MTW	:30	1	\$100.00LUR	0.00 NM	1	\$100.00
Start Date	End Date	Let's Make a Dea	Spots/Week		Rating				ľ		
Week: 10/08/12 11 WDJT 10/04/	10/14/12 12 10/05/12	•		\$100.00 10a - 11a	0.00 TF	:30	2	\$350.00P-2	0.00 NM	2	\$700.00
Start Date	End Date	Price is Right 10a Weekdays	i-11a <u>Spots/Week</u>	Rate	Rating				1		
Week: 10/01/12 12 WDJT 10/08/	10/07/12 12 10/10/12	Price Is Right 10a	2 -11a CM	\$350.00 10a - 11a	0.00 MTW	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
Start Date	End Date	Price is Right 10a Weekdays	-11a Spots/Week	Rate	Rating					·	4000,00
Week: 10/08/12 13 WDJT 10/04/	10/14/12 12 10/05/12	MTW Y&R 11a-12p	CM	\$350.00 11a - 12p	0.00	:30	2	\$350.00P-2	0.00 NM	2	£700.00
Start Date	End Date	The Young & the		•		.00	_	ψ550.00 [-2	O.OO INWI	2	\$700.00
Week: 10/01/12	10/07/12	TF	2	\$350.00	Rating 0.00						
14 WDJT 10/08/		The Young & the I	CM Restless 11a-	11a - 12p	MTW	:30	1	\$350.00P-2	0.00 NM	1	\$350.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	MTW	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00				ľ		
15 WDJT 10/04/1	12 10/05/12	News at Noon News at Noon	CM	12p-1230p	TF	:30	2	\$150.00P-2	0.00 NM	2	\$300.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00				Ì		
E 16 WDJT 10/08/1	2 10/10/12	News at Noon News at Noon	СМ	12p-1230p	MTW~-	:30	2	\$150.00P-2	0.00 NM	2	\$300.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays MTW	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00				ĺ		
17 WDJT 10/04/1	2 10/05/12	CBS Block 1230p-2 CBS Block 1230p-		1230p-2p	TF	:30	2	\$200.00P-2	0.00 NM	2	\$400.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
18 WDJT 10/08/1	2 10/10/12	CBS Block 1230p-2 CBS Block 1230p-2	·	1230p-2p	MTW	:30	1	\$200.00P-2 (0.00 NM:	1	\$200.00
Start Date	End Date	-	Spots/Week	<u>Rate</u>	Rating				1		

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Poli/Obama for President

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Flight Dates:

10/04/12 - 10/10/12

Estimate:

1956

WDJT-TV-LP

Ln Ch Start End	Inventory Cod		k Start/En	d Time Days	Len S	pots	Rate Pr	i Rtg Type	Spots	Amount
18 WDJT 10/08/12 10/10	/12 CBS Block 123 CBS Block 123		1230p-2p	MTW	:30	1				
<u>Start Date</u> <u>End Da</u> Week: 10/08/12 10/14/1	te Weekdays 2 MTW	Spots/Wee	<u>k Rate</u> 1 \$200.00	Rating 0.00						
19 WDJT 10/04/12 10/05/	12 Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	TF-~	:30	2	\$150.00P-2	2 0.00 NM	2	\$300.00
<u>Start Date</u> <u>End Da</u> Week: 10/01/12 10/07/1	2TF	Spots/Wee	<u>k Rate</u> 2 \$150.00	<u>Rating</u> 0.00						
20 WDJT 10/08/12 10/10/	12 Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	MTW	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	2 MTW	Spots/Weel		Rating 0.00						
21 WDJT 10/04/12 10/05/	12 3p-4p (eff 9/10/1 Jeff Probst	12) CM	3p-4p	TF	:30	2	\$150.00P-2	0.00 NM	2	\$300.00
<u>Start Date</u> <u>End Dat</u> Week: 10/01/12 10/07/12	TF	Spots/Week		<u>Rating</u> 0.00						=
E 22 WDJT 10/08/12 10/10/1	2 3p-4p (eff 9/10/1 Jeff Probst	2) CM	3p-4p	MTW	:30	1	\$150.00P-2	0.00 NM	1	\$150.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12		Spots/Week	<u>Rate</u> \$150.00	Rating 0.00				1		
23 WDJT 10/04/12 10/05/1	2 Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4 p-5p	TF	:30	2	\$300.00P-2	0.00 NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12		Spots/Week 2	<u>Rate</u> \$300.00	Rating 0.00						
E 24 WDJT 10/08/12 10/10/1	2 Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	MTW	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays MTW	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
E 25 WDJT 10/04/12 10/05/1	2 M-F 5pm News M-F 5pm News	СМ	5p-530p	TF	:30	2	\$500.00P-1	0.00 NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	TF	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00						
E 26 WDJT 10/08/12 10/10/12	M-F 5pm News M-F 5pm News	СМ	5p-530p	MTW	:30	2	\$500.00 P-1	0.00 NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00				ļ.		
27 WDJT 10/04/12 10/05/12	Jeopardy 6p-630p 6p-630p/Jeopard		M-F 6p-630p		:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
28 WDJT 10/08/12 10/10/12	Jeopardy 6p-630p 6p-630p/Jeopardy		M-F 6p-630p	MTW	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays MTW	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
29 WDJT 10/04/12 10/05/12	Wheel of Fortune 630p-7p/Wheel	630p-7 3 M	M-F 630p-7p	TF	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00				ļ		
30 WDJT 10/08/12 10/10/12	Wheel of Fortune 630p-7p/Wheel		M-F 630p-7p	MTW	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays MTW	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
31 WDJT 10/08/12 10/08/12	How I Met/Partner		Vlo 7pm - 8pn	1	:30	1 \$	3,000.00P-2	0.00 NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> 3,000.00	Rating 0.00						
32 WDJT 10/09/12 10/09/12	Tu 7p - 8p NCIS		Ги 7р - 8р	-1	:30	1 \$3	3,000.00P-2	0.00 NM	1	\$3,000.00
Start Date End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						

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WDJT-TV-LP

Order / Rev: Alt Order #:

Flight Dates:

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10/04/12 - 10/10/12

Advertiser:

Poli/Obama for President

Product Desc:

OBAMA 4 PRES: SKED A

Estimate:

1956

	Start End		le Breal	Start/End	l Time Days	Len Sp	ots	Rate Pr	i Rtg Type	Snots	s Amount
32 WDJT 1	0/09/12 10/0	3/12 Tu 7p - 8p NCIS	СМ	Tu 7p - 8p	-1		_	\$3,000.00P-2			1 \$3,000.00
<u>Start</u> Week: 10/08		ate <u>Weękdays</u>	Spots/Week	<u>Rate</u> I \$3,000.00	Rating 0.00					ď	
33 WDJT 1	0/10/12 10/10	/12 Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p		:30	1	\$3,000.00P-2	0.00 NM		1 \$3,000.00
<u>Start I</u> Week: 10/08	/12 10/14/	121	Spots/Week	Rate \$3,000.00	Rating 0.00						
34 WDJT 1	0/05/12 10/05	/12 Fr 9p - 10p Blue Bloods	CM	9p - 10p	1-	- :30	1	\$2,500.00P-2	0.00 NM	1	1 \$2,500.00
<u>Start E</u> Week: 10/01/			Spots/Week 1	<u>Rate</u> \$2,500.00	Rating 0.00				1		
E 35 WDJT 10	0/04/12 10/07	/12 M-F Late News M-F Late News	CM	10p-1035p	TF-	- :30	4	\$800.00P-2	0.00 NM	4	\$3,200.00
<u>Start D</u> Week: 10/01/			Spots/Week 4	<u>Rate</u> \$800.00	Rating 0.00						3.70
2 WDJT 10.	<u>te Range</u> /01/12-10/07/1 G 35.5,35.6	<u>Description</u> 2 M-F Late News	<u>Stan</u>	<u>VEnd Time</u> 1035p	0.00	Weekdays	<u>Len</u>	<u>gth Rate</u> :30	Rtg Type 0.00 NM		
3 WDJT 10	,	2 M-F Late News	10p-	1035p		ThF	:	:30 (\$800.00)	0.00 NM		
	01/12-10/07/1	2 Sat Late News	10p-	1035p		- Sa	:	30 \$800.00	0.00 NM		
-	01/12-10/07/1	2 Sun Late News	10p-	1035p		Su	;	30 \$800.00	0.00 NM		
		12 M-F Late News M-F Late News	СМ	10p-1035p	MTW	:30	1	\$800.00P-2	0.00 NM	1	\$800.00
<u>Start Da</u> Week: 10/08/1		e <u>Weekdays</u>	Spots/Week	Rate	Rating						
		2 Letterman 1035p Letterman 1035p		\$800.00 1035p-1135p	0.00 TF	:30	2	\$100.00LUR	0.00 NM	2	\$200.00
<u>Start Da</u> Week: 10/01/1		<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
		2 Letterman 1035p- Letterman 1035p	1135p CM	1035p-1135p	MTW	:30	1	\$100.00LUR	0.00 NM	1	\$100.00
<u>Start Da</u> Week: 10/08/12		Weekdays	Spots/Week	<u>Rate</u> \$100.00	Rating 0.00						
E39 WDJT 10/0	06/12 10/06/1	2 Sat 1035p-1135p The Closer	СМ	1035p-1135p	1-	:30	1	\$70.00LUR	0.00 NM	1	\$70.00
Start Da Week: 10/01/12	2 10/07/12	1-	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00						
E 40 WDJT 10/0	06/12 10/06/1	2 Sat 1135p-1235a The Closer	СМ	1135p-1235x	1-	:30	1	\$60.00LUR	0.00 NM	1	\$60.00
Start Da Week: 10/01/12		Weekdays 1-	Spots/Week 1	<u>Rate</u> \$60.00	Rating 0.00						
E 42 WDJT 10/0	7/12 10/07/12	NFL Early Game F	Regula&PRT 1	NFL Early Gar	me1	:30	\$2	2,000.00P-2	0.00 NM	1	\$2,000.00
<u>Start Dat</u> Week: 10/01/12		<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> 52,000.00	Rating 0.00						
E43 WDJT 10/0	7/12 10/07/12	NFL Late Game R	egularSPRT N			:30 1	\$3	,000.00P-2	0.00 NM	1	\$3,000.00
<u>Start Dat</u> Week: 10/01/12			Spots/Week	<u>Rate</u> <u>[</u> 3,000.00	Rating 0.00						
N44 WDJT 10/0	7/12 10/07/12	1105p-1205a Castle		105p-1205a	S	:30 1		\$50.00LUR	0.00 NM	1	\$50.00
<u>Start Date</u> Week: 10/01/12		Weekdays S	Spots/Week 1	<u>Rate</u> <u>!</u> \$50.00	Rating 0.00						
							_	Τ,	ntale	67	\$35.780.00

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